

**ANALYSIS PERCEIVE VALUE, PRODUCT
PACKAGING, AND BRAND TRUST OF PURCHASE
INTENTION IN SHOPEE MARKETPLACE,
MODERATED BY GENDER DIFFERENCES**

UNDERGRADUATE THESIS

Submitted as Requirement to Obtain a Bachelor's Degree
in International Business Administration Study Program

Compiled by:

Laksmi Saraswati Hadiansyah



**BUSINESS ADMINISTRATION DEPARTMENT
INTERNATIONAL CLASS
FACULTY OF COMMUNICATION AND BUSINESS
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